# SERVING SOCIETY WITH SCIENCE BASED CURCUMIN

First **FDA GRAS Notified Nature Identical Curcumin** in the World

**Ensures Trust, Quality and Efficacy**

## ABOUT

Laurus Labs through its innovative and patented technologies has been in the forefront of developing and manufacture of highly pure, well characterized bio-active natural compounds. A novel process developed for Curcumin, which provides great control for production of Curcumin and eliminates potential contaminants. It ensures consistent product quality and avoid batch variations.

## CONTACT US

+91 40 3980 4333

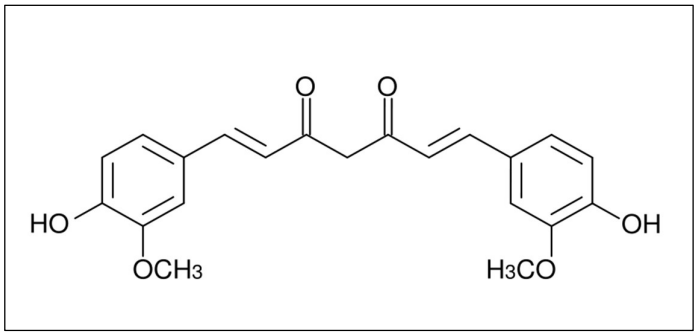
Serene Chambers, Rd # 7,
Banjara Hills, Hyderabad 500034
INDIA

LAURUS Ingredients
Specialty Ingredients for Nutraceutical & Allied Industry

# Veamin 99

keeps you ahead of your competitors

Curcumin is a bright yellow to orange colour compound present in turmeric which has been known for its health promoting properties. The molecule has been the object of several pharmacological investigations over the last few decades and identified as a single agent which can down regulate multiple targets, making it effective against the many targeted illness/ health conditions*. Laurus has developed a proprietary process for manufacture of Nature Identical Curcumin (known as **Veamin 99**) in highly pure and stable form and suitable for its different commercial applications.




**Salient features of Veamin 99:**

- Highly pure (>99%)
- **FDA GRAS Notified (GRN 000822)**
- 25% more Curcumin by weight than the average turmeric extract
- Proven efficacy
- Safe, equipotent and more palatable alternative to natural curcumin
- Manufactured at GMP certified facility
- Kosher, Halal & HACCP Certified
- Independent assurance statement for Carbon Foot Print by Ernst & Young

**A product of green chemistry Truly!**
**Independent assurance for Carbon Foot Print by E&Y**

**High antioxidant activity**
**$ORAC_{FN}$ value**
**over 1500000 µmole TE/gram**

**Studied in Human 293 T Cells**
**Down-regulates TNF-α induced NF-Kappa B expression**

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## Nutrition Facts

| Parameters | Results | Unit of Measurement | Limit of Detection |
|---|---|---|---|
| **Calories** | 394.72 | kcal/100gm | - |
| **Total Fat** | BDL | gm/100gm | 0.5 |
| **Total Carbohydrates** | 98.01 | gm/100gm | - |
| **Total Sugars** | ND | gm/100gm | - |
| **Dietary Fibre** | 11.6 | gm/100gm | - |
| **Protein** | 0.67 | gm/100gm | - |
| **Vitamin A** | BDL | mcg/100gm | 15 |
| **Vitamin C** | BDL | mg/100gm | 5 |
| **Vitamin D** | BDL | mcg/100gm | 2 |
| **Cholesterol** | ND | mg/100gm | 8 |
| **Sodium** | 11.12 | mg/kg | 10 |
| **Calcium** | 30.09 | mg/kg | 10 |
| **Iron** | 5.054 | mg/kg | 1 |
| **Potassium** | 3.71 | mg/kg | 10 |
| **Fatty Acids – Saturated, Monounsaturated, Polyunsaturated and Trans** | Insufficient Fat Content (BDL) | gm/100gm | 0.2 |

## Specifications

Appearance ..... ..... Bright Yellow to Orange Solid
Identification (IR)..... Corresponds
Identification (HPLC)..... Corresponds
Water Content (% w/w).....NMT 0.5
Purity by HPLC (% area) ..... NLT 99
Melting range (°C).....175-185
Loss on drying (%w/w)..... NMT 0.5

**Heavy Metals (PPM)**
Lead..... NMT 1.0
Arsenic..... NMT 1.0
Cadmium..... NMT 1.0
Mercury..... NMT 1.0

**Microbial tests**
Total Aerobic Microbial Count.....NMT 1000Cfu/g
Yeast and Mould.....NMT 100 Cfu/g
*Salmonella*.....Should be absent
*Staphylococcus*..... Should be absent
*Escherichia coli*..... Should be absent
*Pseudomonas aeroginosa*..... Should be absent

Changes in specifications can be discussed.
**NMT: Not more than, NLT: Not less than**
**ND: Not detected, BDL: Below detection limit**

**Molecular Formula:** $C_{21}H_{20}O_6$

**Molecular Weight:** 368.39

**Applications*:**

- Nutraceutical/ Dietary Supplement
- A colouring agent
- Cosmeceuticals
- Animal feed/Veterinary Uses
- Basic skeleton for analog research and new applications

**Environmental Safety Data:**

Non-Irradiated, Non-EtO Ingredient

The mfg. Process found to yield less GHG Emissions compared to a natural extraction process for curcumin (Independent assurance statement for Carbon Foot-Print by E&Y

**Handling:**

:: Packaging - 25 kg

:: Storage - Store in well closed container

***These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.**

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